What is Claimed is:

1.   A computer system, comprising:

a processor; and

a memory for storing computer readable instructions that, when executed by said processor, cause the computer to perform the steps of:

receiving a set of data corresponding to a set of predetermined variables;

determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables;

determining a difference in cost, and generating a cost differential report according to the estimated total cost for each product; and

displaying the report.

2.   The computer system of claim 1, wherein the step of receiving a set of data corresponding to a set of predetermined variables further comprises:

receiving the set of data from the user through portions of a user interface configurable for user input.

3.   The computer system of claim 1, wherein the step of determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables further comprises: determining a total material cost for one or more products.

4.   The computer system of claim 1, wherein the step of determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables further comprises: determining a total hidden cost value for one or more products.

5.   The computer system of claim 1, wherein the step of determining a difference in cost and generating a cost differential report according to the estimated total cost for each

product further comprises: determining the percentage cost differential between each pair of products.

6.   The computer system of claim 1, wherein the step of determining a difference in cost and generating a cost differential report according to the estimated total cost for each product further comprises: determining the difference in total cost between each pair of products.

7.   The computer system of claim 1, wherein the step of displaying the report further comprises: generating a graphical representation of costs and savings for each product.

8.   The computer- system of claim 1, wherein the step of displaying the report further comprises: generating a textual or numerical summary or report detailing cost differentials for each product.

9.   The computer system of claim 1, wherein the step of displaying the report further comprises: prompting the user with an option to purchase the product.

10.   The computer system of claim 1, wherein the step of displaying report further comprises: displaying sales contact information.

11.   A computer-readable medium having computer-executable instructions for performing a method of calculating and comparing costs and savings for one or more products, the method comprising:

receiving a set of data corresponding to a set of predetermined variables;

determining a total cost estimate of one or more products using the set of data corresponding to the set of predetermined variables;

17. The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: generating a graphical representation of costs and savings for each product.

18. The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: generating a textual or numerical summary or report detailing all costs and savings for each product.

19. The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: prompting the user with an option to purchase the product.

20. The computer-readable medium according to claim 11, wherein the computer-executable instructions for performing the step of displaying the cost and savings calculations further comprises: displaying sales contact information.

21. A graphical user interface for a computer system, comprising:

a first display portion configured to accept user input relating to a bulk material product and a corresponding monetary value;

a second display portion configured to accept user input relating to other cost data associated with the material product; and

a third display portion configured to display graphical objects associated with generating a cost differential report associated with the material product and another predetermined bulk product.